

AmRest Kft in Consumer Foodservice (Hungary)

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Abstracts

AmRest Kft is the local affiliate of AmRest Holding SE, an independent chained restaurant operator in the Central and Eastern European region and runs the KFC and Pizza Hut outlets. Starbucks specialist coffee shops are managed through another separate legal entity, AmRest Kávészó Kft. The company started an intensive KFC outlet opening programme in 2014 and is expected to continue to open Pizza Hut pizza fast food outlets, with a focus on Budapest.

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